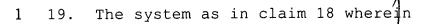CLAIMS

What is claimed is:
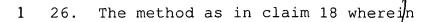
1   1.   A system for creating a web-based survey comprising:

2   a host machine having a survey creation engine and a

3   web server; and

4   a client machine connected through a communications

5   network to a host machine.

1   2.   The system as in claim 1 further comprising:

2   a database accessible by the survey creation engine and

3   by the web server.

1   3.   The system as in claim 2 wherein

2   the database comprises a plurality of web content

3   objects.

1   4.   The system as in claim 3 wherein

2   the survey creation engine is operable to compile a

3   plurality of web content objects to create the web-based

4   survey.

1 5.   The system as in claim 4 wherein the web server is

2 operable to serve the web-based survey to the client

3 machine.

1 6.   The system as in claim 3 wherein

2   the web content objects are editable.

1 7.   The system as in claim 3 wherein

2   the web content objects comprise a template.

1 8.   The system as in claim 3 wherein

2   the web content objects comprise design objects.

1 9.   The system as in claim 3 wherein

2   the web content objects comprise question objects.

1 10. The system as in claim 1 wherein the web server is

2 operable to serve responses to the web-based survey.

1 11. The system as in claim 1 wherein the web server is

2 operable to receive web-based survey responses.

1 12. The system as in claim 1 wherein the web server is

2 operable to analyze responses to the web-based survey.

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1 13. The system as in claim 1 wherein the web server is

2 operable to serve analyzed responses to the web-based

3 survey.

1 14. The system as in claim 2 wherein

2   the database comprises a locker.

1 15. The system as in claim 1 wherein

2   the host machine comprises an e-mail list management

3 facility.

1 16. The system as in claim 1 wherein

2   the host machine comprises a panel list management

3 facility.

1 17. A method for creating a web-based survey comprising:

2   providing a host machine having a survey creation

3 engine and a web server; and

4   providing a client machine connected through a

5 communications network to the host machine.

1 18. The method as in claim 17 further comprising:

2   providing a database accessible by the survey creation

3 engine and the web server.

1   19.   The system as in claim 18 wherein

2   the database comprises a plurality of web content

3   objects.

1   20.   The method as in claim 19 wherein

2   the survey creation engine is operable to compile a

3   plurality of web content objects to create the web-based

4   survey.

1   21.   The method as in claim 20 wherein the web server is

2   operable to serve the web-based survey to the client

3   machine.

1   22.   The method as in claim 18 wherein

2   the web content objects are editable.

1   23.   The method as in claim 18 wherein

2   the web content objects comprise a template.

1   24.   The method as in claim 18 wherein

2   the web content objects comprise design objects.

1   25.   The method as in claim 18 wherein

2   the web content objects comprise question objects.

1 26. The method as in claim 18 wherein

2   the database comprises a locker.

1 27. The method as in claim 17 wherein the web server is

2 operable to receive responses to the web-based survey.

1 28. The method as in claim 17 wherein the web server is

2 operable to analyze responses to the web-based survey.

1 29. The method as in claim 17 wherein the web server is

2 operable to serve analyzed responses to the web-based

3 survey.

1 30. The method as in claim 17 wherein the web server is

2 operable to serve web-based survey responses.

1 31. The method as in claim 17 wherein

2   the host machine comprises an e-mail list management

3 facility.

1 32. The method as in claim 17 wherein

2   the host machine comprises a panel list management

3 facility.

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